

TOP TIPS

Recruitment Top Tip #3

Research suggests that there is a significantly improved conversion to those who stay working in care through referral schemes, word of mouth and social media platforms.

Online advertising could be used to supplement these sources, when writing adverts;

- Compile a portfolio of adverts written with a different narrative. These could be a registered manager profile, perspective of a new starter, perspective of a client or service user
- Add information about why you are different
- Avoid listing generic 'benefits'
- Track performance of adverts

To explore more about advertising techniques – book on to our best practice training sessions

Fully funded staff discounts for Inspired to Care members

Membership of Inspired to Care is FREE.

We are offering the first 8,000 staff from the provider community access to Wider Wallet (<https://www.widerwallet.com/login>), Fully funded for a 2 year period from November 2018. It's a staff discount scheme that offers a variety of local and national discounts. Has your organisation become a member? Please contact one of the Inspired to Care team.

ARE YOU MAKING THE MOST OF YOUR MEMBERSHIP BENEFITS?

Access to your membership benefits
with opportunities to save on shopping, gifts and more

Easily accessed via mobile or tablet
helping you manage your benefits on the go

Enjoy your leisure time
with savings on family activities, eating out and holidays

Inspired to care ●●●●●
Your journey to a career in social care

REGISTER FREE AT: [INSPIRED.WIDERWALLET.COM](https://www.widerwallet.com)
USING ACCESS CODE:

Wider Wallet **EASY ACCESS TO YOUR BENEFITS**
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iCare Ambassador Activities

Inspired to Care partnered with the Skills for Care ambassador programme in June 2018 in order to greatly increase the capacity to deliver activities in Leicestershire.

Our iCare ambassadors promote social care careers through engagement in activities such as talks in schools, colleges, recruitment fairs and job centres.

Since our ambassador launch event in August, 8 events have been set up across Leicestershire.

We supply our ambassadors with a variety of materials for the events including;

- Job roles in social care handouts
- Inspired to Care banner
- Cardboard virtual reality dementia headsets along with a smart phone
- Loan of an iPad to complete evaluations

It's not too late to become an ambassador, please contact one of the team to nominate.

*I care...
Ambassadors*

Contact Us:

Matthew Errington or Victoria Satchwell
0116 305 7866 or 0116 305 6385
inspiredtocare@leics.gov.uk

Inspired to Care is now on Facebook

We post regular updates on Facebook as well as sharing a number of news stories relating to social care.

Social media is a successful method of staff attraction; do you currently take advantage of social media platforms to promote your brand and referral schemes?



Social Media as a recruitment tool

Do you have an established localised social media presence?
 Are you making the most of developing your brand?

According to research 67% of prospective job seekers will attempt to view your social media.

Key reasons to invest in social media as a recruitment tool include;

- Widening reach of your recruitment pool
- Promoting and developing your brand
- Approaching passive candidates rather than current job seekers.

Would you be interested in attending a social care social media recruitment masterclass?
 Let us know.

Inspired to care

Your journey to a career in social care

Engagement Opportunity for Video Content

Inspired to Care is creating a website, which is currently in the build phase and is likely to be live by the end of March 2019. The website will be a destination for prospective applicants to the social care sector to learn about the opportunities available to them.

The website will also host success stories and aim to improve the image of the sector. We are looking for providers to engage with us to produce video content and interviews that we can use both as content for the upcoming website, but also for social media purposes and future newsletters. Videos we are looking to produce include;

- Fondest memory montage
- A day in the life of...
- Organic career progression (someone who has progressed within their organisation multiple promotions)
- Co-production with service users – how good care has impacted on their life.

Inspired to Care has funding available to develop of these videos. Dependent on volume of enquiries we can fund or part fund these.

Please contact Inspired to Care as soon as possible to engage with this opportunity. You will be able to use the footage for your own website / social media. First come, first served!



Leicester Mercury
**CARER
OF THE YEAR
AWARDS 18**
IN ASSOCIATION WITH



Nominations are now open for the Carer of the year awards 2018.

Inspired to Care are running the event in association with the Leicester Mercury.

Inspired to Care have invested in additional categories for the upcoming awards, which are;

Ambassador of the Year award

Employer of the Year award

Lifetime Service award

The award ceremony will be held at the Mercure Hotel on the 31st January 2019.

Nominations open on 29 October 2018 and close on 26 December.

For a full list of award categories and to make nominations please follow this link;

www.leicestermercurecarerawards.co.uk